

Memorandum

To: Planning Commission Members
From: The Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: November 25, 2014
Re: Staff Report for Realty Executives – Certificate of Appropriateness (HPA Sign)

Item #1 – Realty Executives – Certificate of Appropriateness (HPA - Sign)
(PID# 201411060066)

Application: Certificate of Appropriateness – HPA Sign
Location: 3841 Broadway
Applicant: Joshua Sheppard
Zoning: PSO (Professional Services)
Use: Realty Office

Relevant Code Section(s):

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(a)(3) Historical Preservation and Sign Code – Ground Mounted Signs
- 1138.25(b)(1) Historical Preservation and Sign Code – Permanent Signs, Illumination
- 1138.28 Historical Preservation and Sign Code – Schedule of Sign Regulations

Project Summary:

The applicant is requesting approval of a Certificate of Appropriateness for a new sign for Realty Executives at 3841 Broadway. The proposed sign will be approximately 23 square feet in area supported by two posts. The overall height of the sign will be six (6) feet. The sign will feature the business' name and phone number. Text on the sign will be white on a background of Old World Blue from the HPA color palette. Sign posts will be black and the sign will be set in a mulched landscape bed with evergreen shrubs planted at the base.

Code Analysis:

1. Section 1138.04(e) states that all signs within the historical area shall conform to color and material standards of this section, be of such style or design that reflects the era during which the structure was built, and shall conform to the requirements of Chapter 1138 and Section 1145.14 of the Codified Ordinances. Sign size and shape shall respond to the existing proportions of period structures, and signs shall not be permitted to cover, "blank-out" or close existing window and doorway openings or otherwise hide important architectural features.

Criteria Met: The proposed sign will feature white lettering on a background of Old World Blue from the HPA color palette.

2. Section 1138.25(a)(3) states that ground mounted signs shall be limited to signs denoting the identification of the occupant, the address of the premises and its primary use, and the business phone number. Ground mounted signs shall be limited to one sign per property, regardless of the number of buildings or business establishments on such property. The size of the sign shall not exceed eight feet in height and shall not exceed a total of twenty-five square feet. There shall be permanent landscaping planted at the base of the sign.

Criteria Met: The proposed tenant sign displays the occupant and phone number, and is 23.4 square feet in area and six (6) feet in height. Plans show that evergreen shrubs will be planted around the base of the sign; however details were not provided for the specific plantings.

3. Section 1138.25(b)(1) states that permanent sign illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, move or in any way fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular traffic. The level of illumination emitted from a sign shall not be of any intensity to constitute a demonstrable safety hazard to vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets.

Criteria Met: The proposed sign will be illuminated with the existing ground-mounted lighting fixtures. The lights are directed onto the sign to not shine onto adjacent properties or streets (Broadway and Burr Oak Dr.).

4. Section 1138.28, titled Schedule of Sign Regulations, states that signs shall only display the address, name of business, primary use, graphics, or phone number.

Criteria Met: The proposed sign displays the business name and phone number.

Recommendation(s):

Based on the review criteria, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness with the following stipulation:

1. The applicant shall work with the Urban Forester to select plantings appropriate in the landscape area at the base of the sign.